



Marlboro Red  
or Longhorns 100's—  
you get a lot to like.

100% TOBACCO

Marlboro

Warning: The Surgeon General Has  
Determined That Cigarette Smoking  
Is Dangerous to Your Health

Come to where  
the flavor is.



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Kings: 20 mg "tar," 1.1 mg nicotine—100's 22 mg "tar," 1.5 mg nicotine av. per cigarette. FTC Report Nov. '70